

Southern Utah+ (Winter)

2021-22

Campaign Plan



Looking Back

2020/2021 Campaign

Digital Summary

- So far this campaign has driven over 199k post impressions, this is an increase compared to last year by more than 43k.
- We have tracked 201k hotel searches which resulted in 9,289 hotel bookings for a total hotel revenue of \$2.52M in hotel revenue which is a 25% increase from the 2019/2020 Southern Utah Winter campaign.. This reflects an estimated 128k hotel bookings for a total estimated revenue of \$34.8M.
 - This is an increase year-over-year of roughly \$690k.

Top Alternate Searched Hotel Destinations ?

Rank	Markets	% of Searches
1	Las Vegas, NV, US	9.1
2	Scottsdale, AZ, US	3.3
3	San Diego, CA, US	2.6
4	Boise, ID, US	2.5
5	Flagstaff, AZ, US	2.4
6	Sedona, AZ, US	2.3
7	Vail, CO, US	1.9
8	Steamboat Springs, CO, US	1.6
9	Palm Desert, CA, US	1.5
10	Honolulu, HI, US	1.5



Economic Impact: TripAdvisor

- Ad Exposed ADR of \$182 was 13% stronger than non-ad exposed ADR of \$160.

Advertiser Name	User Market	International User Country	Device	Start Date	End Date	Data Through:
Utah US	(All)	United States	(All)	11/1/2020	1/31/2021	3/4/2021
Total Economic Impact						
Total Economic Impact	Domestic Economic Impact	International Economic Impact	Hotel Revenue Impact	Attractions Revenue Impact		
\$16,930,988	\$16,930,988		\$3,500,817	\$86,533		
Ad Exposed Total Economic Impact	Ad Exposed Domestic Economic Impact	Ad Exposed International Economic Impact	Ad Exposed Hotel Revenue Impact	Ad Exposed Attractions Revenue Impact		
\$5,763,211	\$5,763,211		\$1,230,054	\$36,186		
% Ad Exposed Total Economic Impact	% Ad Exposed Domestic Economic Impact	% Ad Exposed International Economic Impact	% Ad Exposed Hotel Revenue Impact	% Ad Exposed Attraction Revenue Impact		
34%	34%		35%	42%		

Search & Website Summary

Paid Search

- Winter in Southern Utah:
 - 9.34% CTR
 - 53% Abs. Top Impression Share
- Southern Utah+ National Parks:
 - 11.98% CTR
 - 44% Abs. Top Impression Share

Last year showed that there are two search strategies in the WiSU space:

- *"Destination + seasonality"* terms
- *"Destination only"* terms

Most searchers don't seasonally tag their searches, which is what our WiSU campaign is catered to. The ongoing SoUT+ campaign ad presence is serving more of our WiSU PPC audience.

Website

New content additions last season:

- Winter in ____ National Park pages
- Winter in Moab
- Winter Hiking
- Winter Camping

Averaged 10th position organic ranking across Winter in Southern Utah pages

FY21/22 Campaign Plan

The Goals

1. Increase the accessibility in target consumers' minds of Southern Utah as a winter destination.
2. Grow room nights in those areas during the winter months (November - February).
3. Promote Red Emerald trips with longer length of stay, higher ADR, guided activities, and support of local businesses.
4. Educate visitors about traveling thoughtfully and responsibly.

The Challenges

- COVID uncertainties
- Diversity of destinations/climate
 - Bryce National Park in winter (better for more advanced outdoor travelers) vs. St. George golf vacation
- Short booking windows, short stays
- Conditions, Closings, Preparedness
 - Cold, snowy conditions can make things not only dangerous—but also not very fun, even for adventurous visitors. Conditions may prevent trails or roads from being used.
 - Fewer hotels, restaurants, and other amenities are open in southern Utah in the winter, so we'll need to find ways to inform travelers about what to know before they go.

The Audiences

- Regional drive markets
- Wasatch front residents

*Exclude all audiences targeted with our Ski+ campaign

The Message

Main campaign messages:

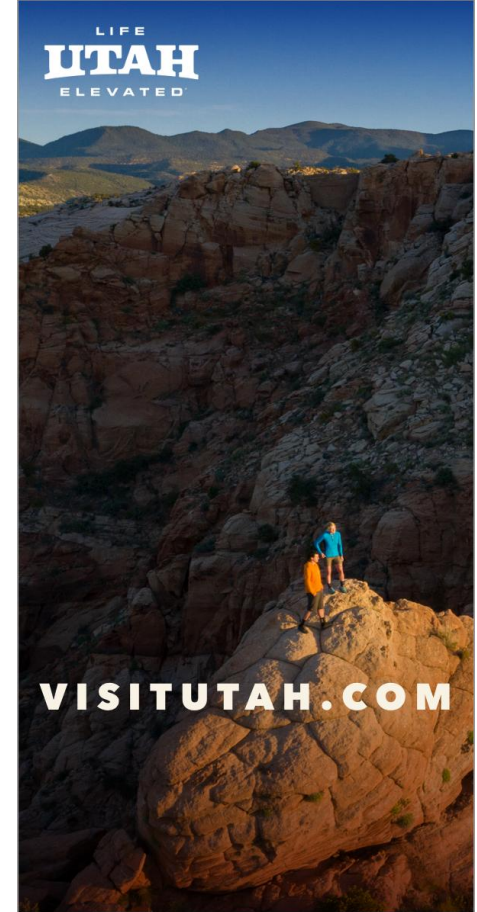
1. Come experience Utah in a new, quieter, otherworldly way
2. *How to see Southern Utah in the winter - responsible travel, preparedness, Forever Mighty*

Advertising Creative

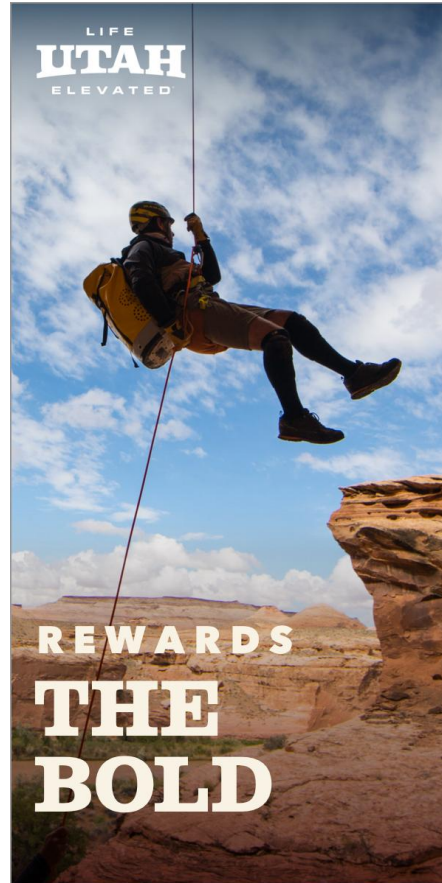
Approach

- Leverage existing banner and video assets
- Develop 1-2 additional banner assets that speak more directly to the Forever Mighty messaging

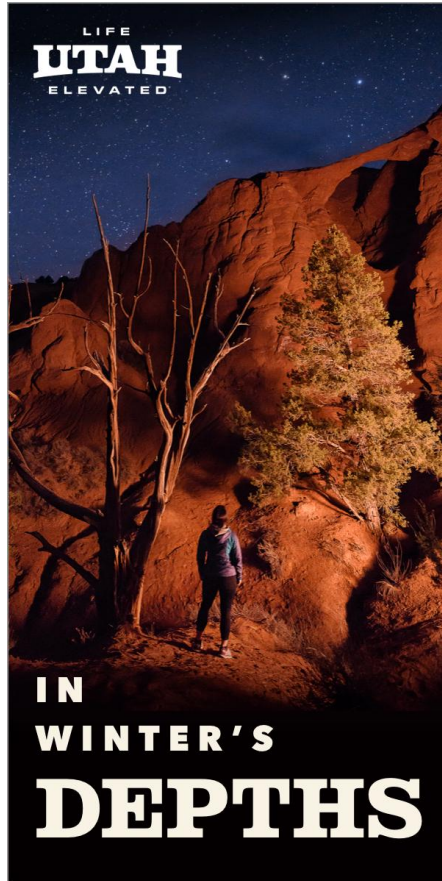
General 1



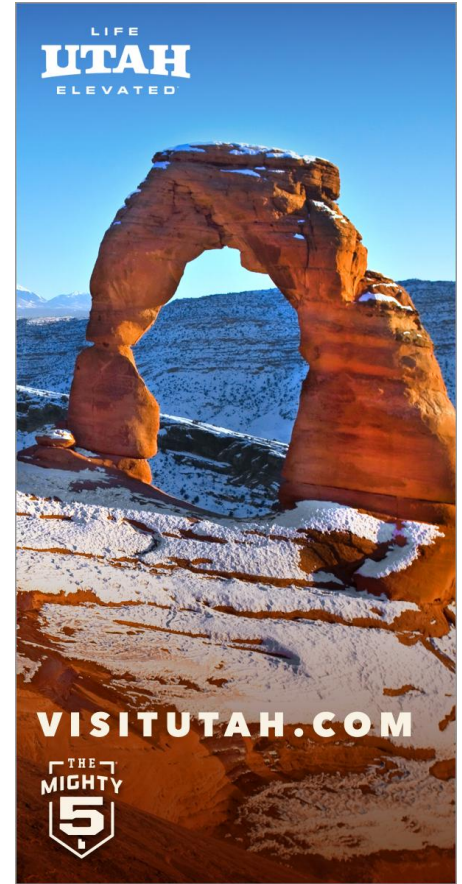
General 2



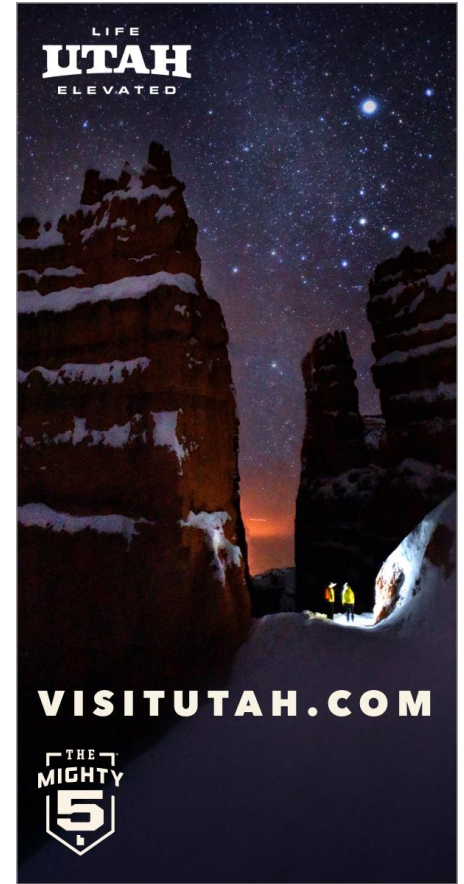
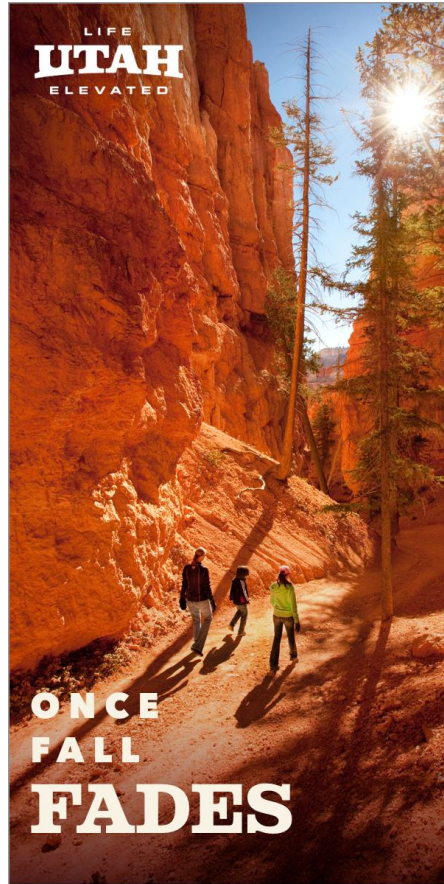
Dark Skies



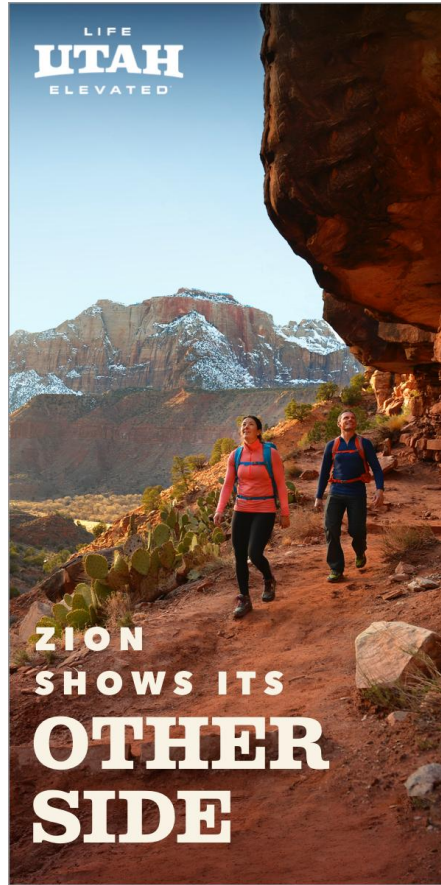
Arches



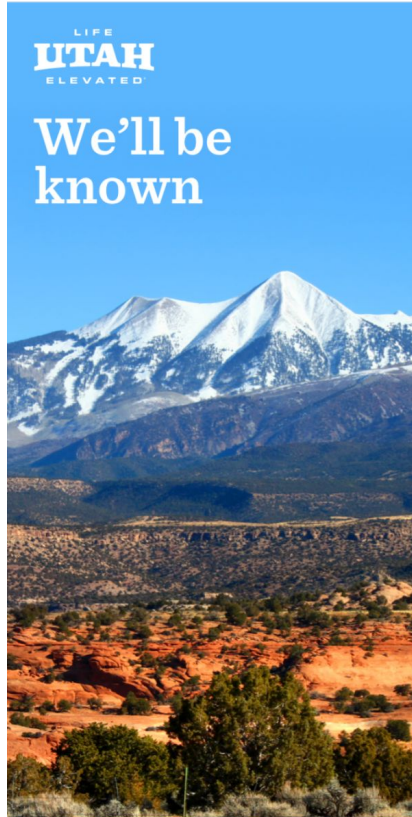
Bryce



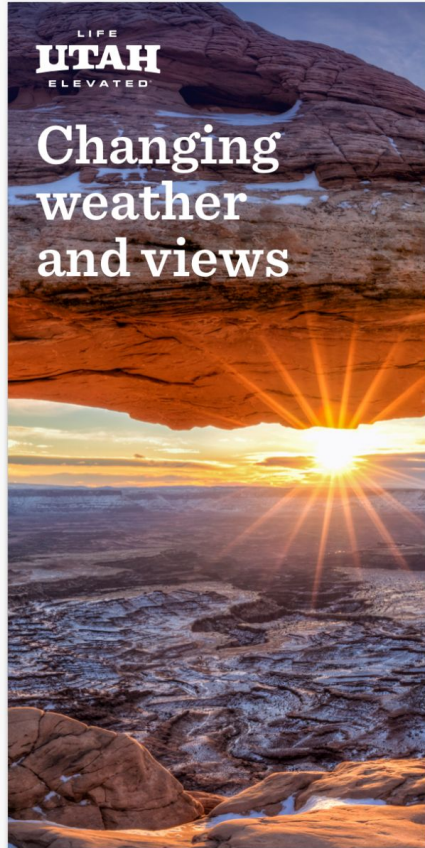
Zion



New



New



Video



Kodachrome Dark Skies :15



Robbers Roost :15



Gooseberry Mesa :15

Paid Media

Media Plan

Flight Dates:

- October 15, 2021 – January 30, 2022

Target Markets:

- Regional: 15% In-State, Seattle, Wyoming, Nevada, Oregon, Arizona, Idaho, Colorado, California, New Mexico, Texas
- Connected TV Advertising
- Increased focus in competitive targeting

Increase SOV from 12/26/2020 – 1/4/2021

Emphasis on Repeat Visitors

Leverage long-form videos in native articles and YouTube

WISU Custom Audiences

National Parks Visitors: 11/1 - 3/30



Southern Utah Visitors: 11/1 - 3/30



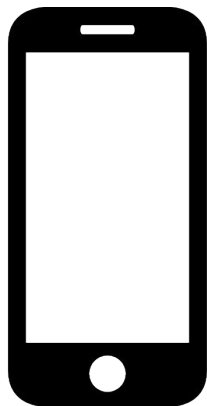
Southern Utah Natl Park Visitors:
11/1 - 3/30



WISU Cross Media Targeting



Desktop



Mobile



CTV



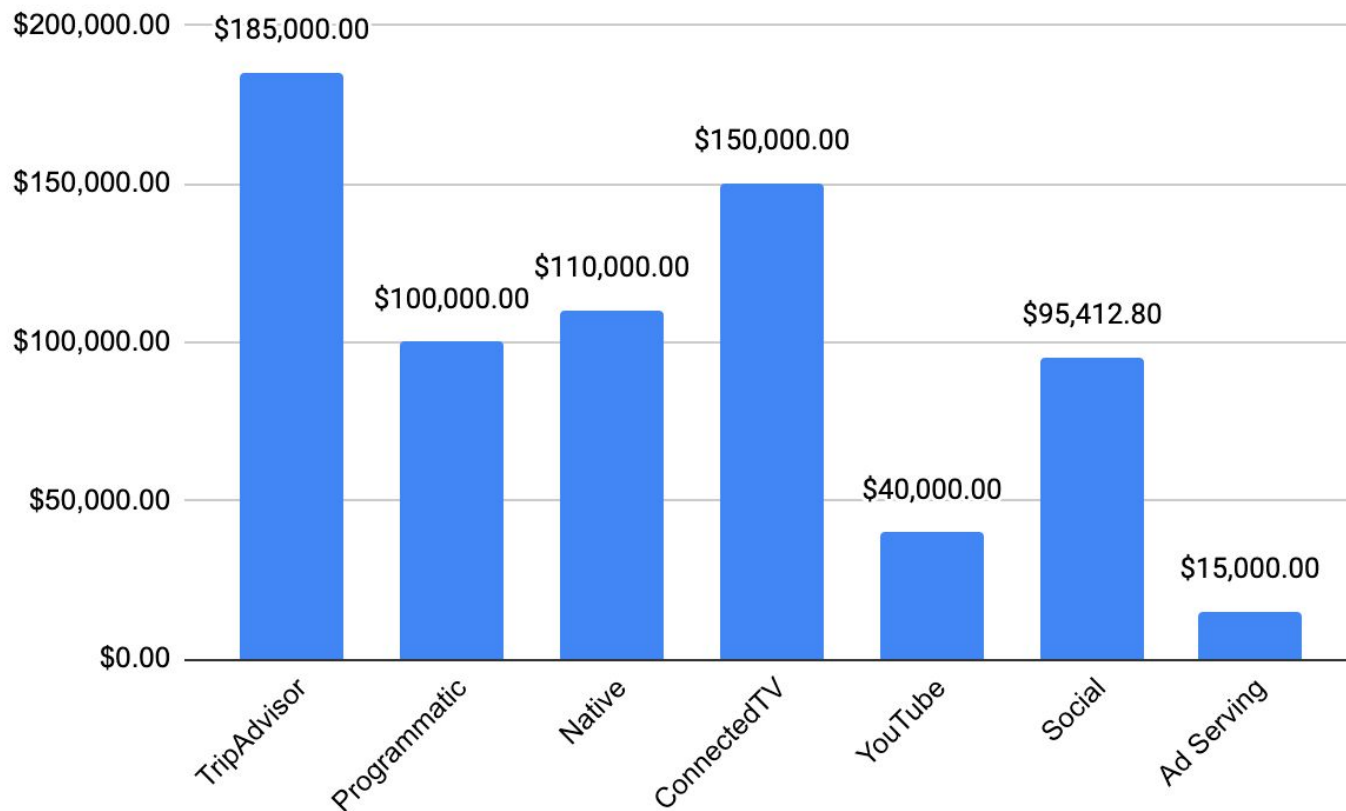
Facebook



Instagram

Media Plan: Digital Budget

Total Budget: \$695,413



Media Plan: Flight Dates

Mid October - February

Utah Office of Tourism Southern Utah+ Winter																					
	2021										2022										BUDGET
	27	4	11	18	25	1	8	15	2	29	6	13	20	27	3	10	17	24	31	7	
Digital																					
Trip Advisor																					
Competitive Targeting																					\$185,000
Programmatic Display/Pre-Roll																					\$100,000
Native On-Site																					\$110,000
CTV																					\$150,000
YouTube																					\$40,000
Social																					\$95,413
Ad Serving																					\$15,000
Total Media																					\$695,413

Southern Utah 2022 Media Blitz

Media Blitz

Flight Dates:

- December 26, 2021 – January 10, 2022

Target Markets:

- Nation Wide:
- CTV advertising targeting people higher in the funnel, looking to inspire them to choose Utah as their next vacation destination.
- Custom audiences will be built off of past travel behaviors to competitive destinations.
- Last years campaign generated 41,512 page views during the week it was live.
- Total Budget: \$200,000

VisitUtah.com

New Content

We are primarily working with existing content this year.

- Escape Crowds on a Quiet Winter Visit to East Zion
- Escape Tourist Hotspots on a Quiet Winter Getaway to Kanab

New Editorial Production:

- How to Visit Southern Utah in Winter
- Winter in Southern Utah **photo essay** using existing assets
- New SEO-centric pieces:
 - Winter in St. George, Utah
 - Winter at Monument Valley, Utah
 - Utah's Best Winter Mountain Biking
 - Winter at Lake Powell

New Photography Production:

- Will review inventory and capture range of Southern Utah + (Winter) products from alpine and snow-dusted red rock to sunny recreation in St. George.



SEO Optimization and Outreach

SEO-centric content will be focused around winter themes in specific Southern Utah destinations and winter-based activities for which there is search volume and intent.

Content Optimizations:

- Bryce Canyon Winter — Snow Hiking Gear
- Escape Crowds on a Quiet Winter Visit to East Zion
- Ice and Rock, Snow and Splendor
- Winter Vacation Ideas — Winter Road Trip
- Utah Winter Activities & Things To Do in Winter

Outreach:

Destination-specific content offering helpful backlink opportunities.

- Winter Camping/Hiking in Utah in Utah (tips, gear, trails)
- Winter in ____ National Park
- Places to Ski in Southern Utah



Paid Search

Last season we learned that the majority of search activity for Winter in Southern Utah activities/destination is not seasonally tagged. PPC ads will lead with seasonal messaging so that travelers can immediately confirm the landing page is a relevant resource.

To-Dos:

- Review and improve ad copy across all ad groups
- Introduce new ad groups and landing pages
- Build new site audiences for SoUT+ and WiSU campaigns, use for retargeting between each

New Ad Groups:

- Winter in St. George
- Winter Mountain Biking
- Escape Crowds on a Quiet Winter Visit to East Zion
- Ice and Rock, Snow and Splendor



Social Media

Social Media

Flight dates:

- Paid Media: Nov. 1, 2021 to Feb. 28, 2022
- Influencers in market: December 2021

In addition to provided content and creative from UOT and other vendors, Sparkloft will execute the following:

- Social-first ads
- Influencer trips to Southern Utah with Forever Mighty messaging
- Ambassador highlights of Southern Utah
- Layer inclusive audiences from LGBTQ+ and BIPOC



Influencers

Overview

Lean into the travel cycle. Root the program in existing data to build awareness in advance of peak visitation times and about places to go that are lesser known.

- Up to three influencers
- Timing: December 2021

Tactics

- Templatized approach to four- to five- day itinerary:
 - One destination, one partner accommodation, one partner experience based on questionnaire each influencer fills out



Example: @WanderfulWives

- Location: From Alaska, moving to California
- LGBT travel and nature enthusiasts
- Identify as “cross-country-skiing, glacier-traversing, hot-springing, mountain babes at heart.”
- Their goal is to make the world a better, more tolerant place, especially for female and LGBT travelers
- Produce great travel-inspired Instagram Reels content

Ambassadors

Ambassador Program

- Tyler Fontes ([@fontes_four_pack](#)) in partnership with Melody Forsyth ([@downwithadventure](#))
 - Learn to ski takeover on Visit Utah's Instagram
 - Branded content post from each ambassador in tandem with the takeover
- Or send Melody to Southern Utah solo for the day



Public Relations

Southern Utah+ (Winter) Tactics

Monthly Headline Pitch

- Create Your Own (Winter) Adventure

KPI Messaging Focus & Key Storylines supporting Southern Utah+ overall strategy (Red Emerald, Forever Mighty, SheTravels, etc.)

Target In-person media hosting for first-hand experiences in Southern Utah in the Winter (IMVs):

- Katherine LaGrave, AFAR
- Jessica Hartshorn, Parents Magazine
- Erin Riley, Outside Magazine
- Craig Outhier, Phoenix Magazine
- Stacey Leasca, Travel + Leisure

Audiences:

- Budget friendly
- Bespoke adventure
- Drive market



Southern Utah+ (Winter) Key Storylines

- **“How to” Winter in Southern Utah:** Preparedness, limited amenities, support local businesses, etc.
- **Winter Activities:** Southern Utah provides access to affordable, high quality downhill and cross-country skiing, snowmobiling, and snowshoeing.
- **National Parks:** With a little extra planning, Southern Utah’s National Parks are an exciting time to visit over the winter months with fewer crowds and a different perspective.
- **Winter Love:** Utah’s love for winter extends beyond the mountains...to the people who recreate on them; the traditions created to celebrate the season and the cycle of adventure and exploration in Utah that renews again with the first snowfall of the season.
- **Dark Skies:** One of Utah's best locally kept secrets is the winter months are the best time to view its expansive, starry sky fields such as Kodachrome Basin in Southern Utah.

Thanks